

Creating Community:

Neighborhood Specific

(Historic Kenwood Neighborhood Association)

Versus

City-wide Perspective

(Little Rock Team NUSA)

Neighborhoods, USA Conference

Eugene, Oregon
Thursday, May 22, 2014
Session 2 (2:15pm-3:45pm)

Historic Kenwood NA

R. John Seibert; St. Petersburg, FL

Little Rock Team NUSA

Marjorie Lacy; Secretary; Meadowcliff/Brookwood NA

Jann Bell; Graphic Designer; Lakewood POA, NLR

Norm Berner; Public Affairs; Meadowcliff/Brookwood NA

What Is Little Rock Team NUSA?

**All-Volunteer Group in Little Rock, AR;
Associated with NUSA for 20 years**

- ❖ **Neighborhood Associations**
- ❖ **Community Advocates**
- ❖ **City Staff**
- ❖ **Elected Officials**
- ❖ **Business Leaders**
- ❖ **State and Federal Partners**

LR Team NUSA Fundraisers

- ❖ NUSA Conference costs NOT funded by City
- ❖ LR Team NUSA holds annual fundraisers
- ❖ Sept. 2013 Hindman Park 5K Race to Eugene
- ❖ Mar. 2014 2nd Golf Tournament
- ❖ Apr. 2014 4th Drawing for Prizes
- ❖ 2011 Email and 2012 Online Auctions

Garden Pals Project Executive Committee

- ❖ Rohn Muse, Chair
Outreach, Public Relations
- ❖ Marjorie Lacy, Project Manager
LR Team NUSA Intern, Materials, Auction
- ❖ Kaye Risser
Marketing, Events
- ❖ Carrie Young
- ❖ Jann Bell
Graphic Designer
- ❖ Mollie Irvin

Garden Pals Project Mission Statement



The purpose of Little Rock Team NUSA Garden Pals Project is to follow the mission of the national nonprofit organization Neighborhoods, USA by ...providing opportunities for diverse people and organizations to share their ideas, values and experiences to build stronger communities.

Garden Pals Project Vision Statement



The Garden Pals Project is a grass roots, eco-friendly effort using volunteers to build and decorate yard adornments for use indoors and out. Completed creations will be auctioned off to benefit Little Rock Team NUSA and Little Rock Animal Village. Through these activities, the Garden Pals Project envisions the following positive outcomes:

B--ring diverse groups together for a common cause

I--dentify each group's expertise and focus

R--ealize each group's potential for the benefit of itself and community

D--isseminate acquired knowledge to participants and community

S--hare skills gained by participants with other individuals and groups

Hopefully, similar projects will be replicated in the City and in other communities across the nation for the benefit of their residents.

Other Goals of Garden Pals Project



- ❖ Provide greater awareness of LR Team NUSA & NUSA
- ❖ Promote benefits of LR Team NUSA to communities in area
- ❖ Produce eco-friendly items benefitting & uniting neighborhoods
- ❖ Inspire participation in creative activities by diversity of groups
- ❖ Hold fundraiser incurring as little expense as possible
- ❖ Highlight programs initiated by attendees from past conferences
 - ❖ Little Rock Animal Village
 - ❖ 311
 - ❖ Neighborhood Connections
 - ❖ Neighborhood Alert Centers and Facilitators
 - ❖ Community Development Block Grants
- ❖ Promote, support Little Rock Animal Village Joey the Cat Playroom

Inspiration I: Gracie



Garden Gal created by a Team NUSA member using a tomato cage for the base and a wig form for the head. Clothing purchased at Savers.

Inspiration II:

Primary Reasons for Fundraising

- ❖ **Raise Money for a Project or Cause**
- ❖ **Identification of New Prospects**
- ❖ **Education and Cultivation**
- ❖ **Appreciation and Recognition**

Adrian Sargent , Dr. Jen Shang
Study Fundraising

Community Participation



Construction of Birdhouses



Construction of Birdhouses



Birdhouses



Construction of Garden Gals



Basic Concept for Garden Pals Project

- ❖ **\$20. Garden Gal/Guy Kit** tomato cage, wig form, template for neck, instructions + packet of seeds
- ❖ **\$20. Garden Pal Birdhouse** pre-made birdhouse crafted by volunteers from donated remnant wood and instructions + packet seeds
- ❖ **\$5. Youth Birdhouse Kit** slotted balsa-wood pre-cut pieces, twine hanger, and instructions + packet of seeds

Kits for Youth



Joey the THV 11 Cat Premiums



Event for Youth



Birdhouse Decorating Contest



Garden Gal/Guy Design Contest



Garden Pals Adult Gala



Garden Pals Adult Gala



32Auctions.com Online Auction

32auctions — Little Rock 1 x

www.32auctions.com/organizations/3293/auctions/14983?reset_filter=1

Apps Suggested Sites Web Slice Gallery Imported From IE

32auctions Learn More Support FAQ Features & Pricing Demo Auction LOGIN

Little Rock Team NUSA Garden Pals Project






[View Our Auction](#)

Little Rock Team NUSA Garden Pals Project > Item List

Auction Ended: April 21, 2014 11:45 PM CDT

All Items: Displaying 1 - 20 of 100 items

← Previous 1 2 3 4 5 Next →

		Bid	Value
	All a Flitter Mollie Irvin	1 Bid	\$30.00 SOLD
	Anne Marie City Director Joan Adcock	1 Bid	\$50.00 SOLD
	Arc Arkansas Palette and Polka Dots Set of 2 Arc Arkansas for Visual and Performing Arts	1 Bid	\$60.00 SOLD
	Arc Brown on Brown Set of 4 Arc Arkansas for Visual and Performing Arts	1 Bid	\$25.00 SOLD
	Arc Bulls Eye!	1 Bid	\$15.00

Search:

All Items (100)
Unsold Items (17)
Items With No Bids (17)

Art (4)
Birdhouse (51)
Books (1)
Clothing (1)
Collectibles (6)
Contest Winner (1)
Crafts (7)
Dining (4)
Everything Else (4)
Food (5)
Garden Gal or Guy (22)

32auctions — Arc Arkansas x

← → ↻ www.32auctions.com/organizations/3293/auctions/14983/auction_items/327863

Apps Suggested Sites Web Slice Gallery Imported From IE

32auctions [Learn More](#) [Support](#) [FAQ](#) [Features & P](#)

Little Rock Team NUSA Garden Pals Project

[Little Rock Team NUSA Garden Pals Project](#) > [Item List](#) > Arc Arkansas Palette and Polka Dots Set of 2

Arc Arkansas Palette and Polka Dots Set of 2

Arc Arkansas for Visual and Performing Arts



[See Larger Image](#)



Selling Price: **\$60.00**

Min Bid Increment: \$5.00

Auction Ended: April 21, 2014 11:45 PM CDT

Number of Bids: 1



Little Rock Team NUSA Garden Pals Project

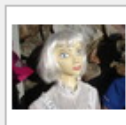
[Little Rock Team NUSA Garden Pals Project](#) > [Item List](#) > [Anne Marie](#)

Anne Marie

City Director Joan Adcock



[See Larger Image](#)



Selling Price: **\$50.00**

Min Bid Increment: \$5.00

Auction Ended: April 21, 2014 11:45 PM CDT

Number of Bids: 1



32auctions — Flutter By, B x

← → ↻ www.32auctions.com/organizations/3293/auctions/14983/auction_items/325024

Apps Suggested Sites Web Slice Gallery Imported From IE

32auctions Learn More Support FAQ Feat

Little Rock Team NUSA Garden Pals Project

[Little Rock Team NUSA Garden Pals Project](#) > [Item List](#) > Flutter By, Butterfly

Flutter By, Butterfly

by Jake Lewis



[See Larger Image](#)



Selling Price: **\$65.00**
Min Bid Increment: \$5.00
Auction Ended: April 21, 2014 11:45 PM CDT
Fair Market Value: \$250.00
Number of Bids: 1



32auctions — Lunch for 2 x

← → ↺

www.32auctions.com/organizations/3293/auctions/14983/auction_items/327179

Apps

Suggested Sites

Web Slice Gallery

Imported From IE

32auctions

Learn MoreSupportFAQFeatures & Pricing

Little Rock Team NUSA Garden Pals Project

Little Rock Team NUSA Garden Pals Project > Item List > Lunch for 2 with City Director Joan Adcock

Lunch for 2 with City Director Joan Adcock

City Director Joan Adcock



See Larger Image



Sold

Selling Price: \$50.00

Min Bid Increment: \$5.00

Auction Ended: April 21, 2014 11:45 PM CDT

Number of Bids: 1

Tweet

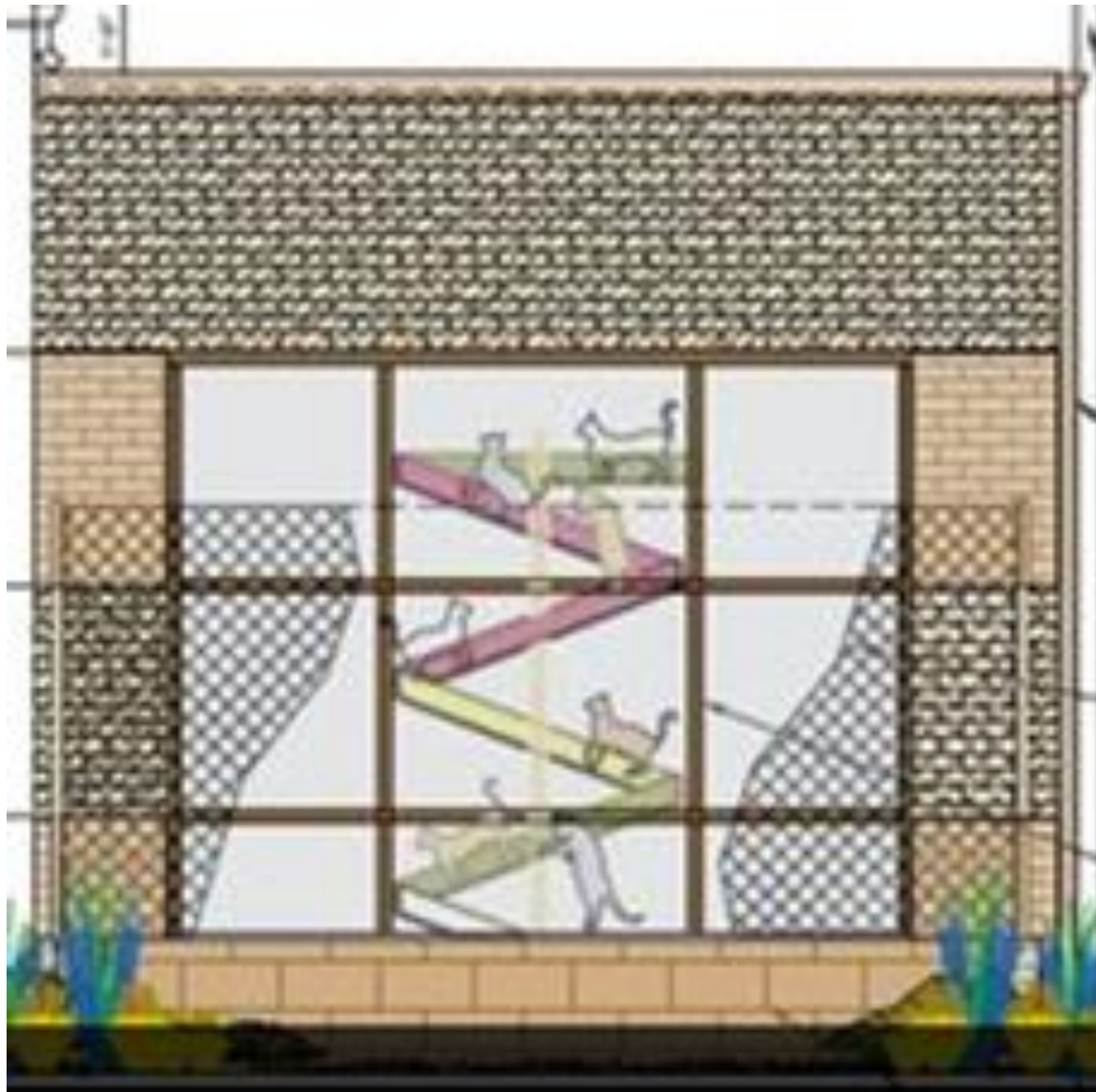
Pinit

Like 0

Garden Pals Project to benefit...











WHY
USE A
GRAPHIC
ARTIST?

- Identify (branding)
- Inform & educate
- Guide through repetition

IDENTITY / BRANDING



LOGO

a graphic representation or symbol of a company's name, trademark, etc., often uniquely designed for ready recognition.

IDENTITY /BRANDING



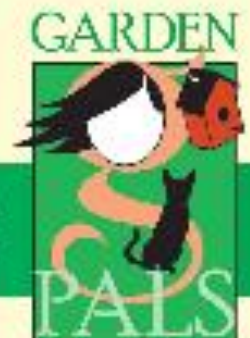


IDENTITY /BRANDING





IDENTITY /BRANDING



whoa, this is just a little
local thing...

your group

your cause

your fundraiser

your awareness campaign

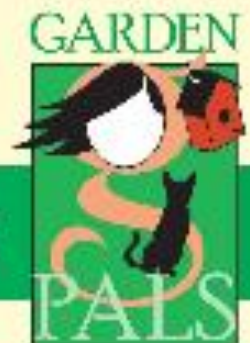
IDENTITY / BRANDING



Identity (branding)

Every Public Effort NEEDS a Logo

IDENTITY / BRANDING



You need a logo to:

GET
ATTENTION

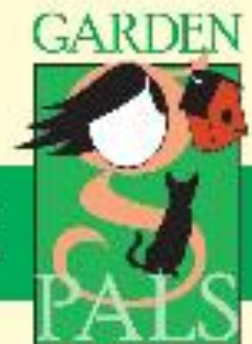
IDENTITY / BRANDING



You need a logo to:

EXPLAIN YOUR INTENTION

IDENTITY /BRANDING



EXPLAIN INTENTIONS:

Once you have associated your logo and your goals, your logo becomes shorthand for important info.

IDENTITY /BRANDING



You need a logo to:

MAINTAIN
ATTENTION

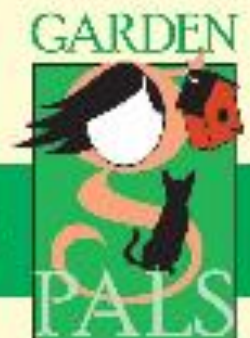
IDENTITY /BRANDING



MAINTAIN ATTENTION:

with logo recognition,
your goals have the power
of instant recognition

IDENTITY /BRANDING



None of these logos ever have to re-introduce themselves, they've all established their identities to they can move on to the next new thing they want you to know about



IDENTITY /BRANDING



Your logo becomes
the template for:

brochures

flyers

posters

web content

Facebook

social media



International Corporations
have conditioned us
to respond to logos.
Take advantage of that!

IDENTITY / BRANDING



With logo recognition and it's repeated use you're ready to educate and inform your audience about goals.

EDUCATION/INFORMATION



Use your logo to showcase everything you've got planned, and with their participation, what will be the result.

EDUCATION/INFORMATION



For the Garden Pals, we wanted people to check out our webpage, our Facebook page, our painting and fellowship events, come to our Gala and participate in our auction.

EDUCATION/INFORMATION



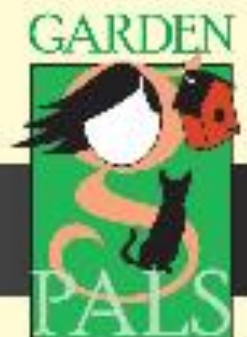
By repeating our goals every chance we got, our audience got to choose which of our events best suited their interest and level of comfort.

GUIDE THROUGH REPETITION



We were consistent no matter the venue – website, Facebook, television, printed materials. and emails.

GUIDE THROUGH REPETITION



How can your group find a Graphic Artist?

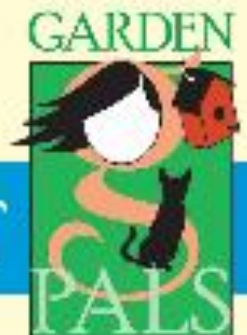
FINDING & USING A GRAPHIC ARTIST



Graphic artist sources:

- schools and colleges
- local businesses
- local non-profits

FINDING & USING A GRAPHIC ARTIST



- Local colleges & tech schools
- Local non-profits
- Local city services

FINDING & USING A GRAPHIC ARTIST



Commercial Art students
NEED your project to
complete a course.

FINDING & USING A GRAPHIC ARTIST



Commercial art students need practice, you need:

- a logo
- a website
- a social media account

FINDING & USING A GRAPHIC ARTIST



Commercial art instructors
NEED real world projects
for their students.

FINDING & USING A GRAPHIC ARTIST



Local non-profits

Look around for good graphics
in your community or city

Find out who did those graphics

FINDING & USING A GRAPHIC ARTIST



City services

Who does their
volunteer artwork?



FINDING & USING A GRAPHIC ARTIST

Invite your artist to a
meeting to lay out
your plans and goals.

FINDING & USING A GRAPHIC ARTIST



What advertising venues will you be using?

These answers will determine
what sorts of files your
visual graphics will need to be.

FINDING & USING A GRAPHIC ARTIST



There is no universal image format that is best for all scenarios. Some are best for printing, others are better for online viewing.

(Common Language)

FINDING & USING A GRAPHIC ARTIST



Brainstorm your logo!

when your artist returns with logo possibilities you'll see right away if everyone is on the same page!

FINDING & USING A GRAPHIC ARTIST



Pick your fonts. Use them for everything
GARDEN



Main colors: how will they be reproduced? (color copier, offset printing). How many colors can your group afford?

GALS & GUYS

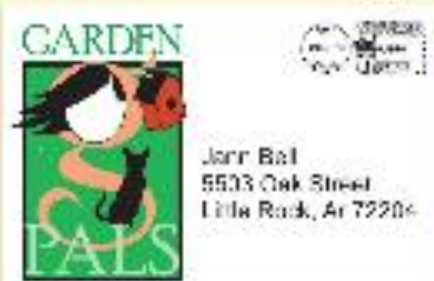
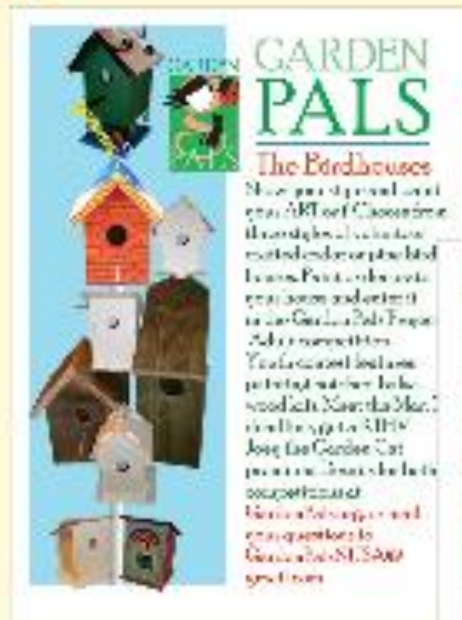
Recycled
Birdhouses

GARDEN GARDEN



Partial proceeds benefit
the Animal Village

Your logo will appear on everything you use to spread the word about your efforts, which will build your brand!



Meet the
GARDEN PALS
of Little Rock

a dramatically new &
creative competition for all ages

- Create a Hometown Garden Card from recycled and repurposed materials to dress up your deck, ponds, garden or lawn
- Decorate several copies of photo-uses for your favorite football friends
- Express yourself while representing Team USA and the Little Rock Animal Village



ONLINE AUCTION

Whimsical, one of a kind birdhouses for Easter, Mother's & Father's Day, Graduation or for your own Spring garden.



But on page after page of handwritten, hand-painted lectionary created by LIT's Rock Team MESA members, local celebrities, business, musicians, & artists.



At least one person in each of the following forms of child travel is required to be a playhouse for only a person; the little, child, and the little.



Go to next page for bidding
Instructions. #132



Your efforts on behalf of your
neighborhood are good ones.
Make sure your community
knows and understands
what you are doing and how
to get involved!



THANK YOU!



Broadcasting Garden Pals Seeds

- ❖ **Email:** Personal, GardenPalsNUSA@gmail.com
- ❖ **Snail Mail:** Letters, Postcards
- ❖ **Face2Face:** Meetings, Luncheons, Personal
- ❖ **Phone Calls:** Friends, Businesses
- ❖ **Facebook:** Garden Pals Little Rock Team NUSA
- ❖ **Website:** GardenPals.org
- ❖ **Print Media:** Newspaper
- ❖ **Broadcast Media:** LRTV, THV 11, TOM Radio
- ❖ **Handouts:** Brochures, Flyers, Seed Packets

Broadcasting Seeds

DID NOT USE

- ❖ Blog
- ❖ Print Newsletter
- ❖ Twitter
- ❖ Google+
- ❖ Video
- ❖ Image
- ❖ Pinterest
- ❖ Mobile

Phase I -- Planning/Organizing

August 2013 – December 2014

- ❖ **Develop Garden Pal Concept**
- ❖ **Acquisition of Materials**
- ❖ **Solicit Volunteers**

**Emails, Snail Mail, Phone Calls, Face2Face,
Flyers**

Phase II – Promotion/Distribution

January 2013 – March 2014

- ❖ **Solicit Volunteers**
- ❖ **Solicit Contest Entrants**
- ❖ **Plan Youth Event, Adult Gala**
- ❖ **Garden Pals Project Kick Off**
- ❖ **Publicize Community Craft Days (3)**
- ❖ **Publicize Birdhouse, Kit Pickup Days (5)**
- ❖ **Publicize Youth Event, Adult Gala, April 5**
- ❖ **Publicize Online Auction, April 5-16(-21)**

**Emails, Mail Letters, Phone Calls, Face2Face,
Print Media, Broadcast Media (Radio, TV)
Facebook, Website, Flyers, Posters**

Phase III – Contests/Auction

April 2014 – May 2014

- ❖ Publicize Youth Event, Adult Gala
- ❖ Publicize Auction
- ❖ Hold Youth Event
- ❖ Hold Adult Gala
- ❖ Hold Online Auction (32auctions.com/NUSAPAL)
- ❖ Publicize Auction Item Pickup Days
- ❖ Thank you Letters and Postcards

Emails, Mail Letters & Postcards, Phone Calls,
Face2Face, Facebook, Website, Online Auction,
Handouts (Seed Packets), Posters, Flyers

Types of Communication

Type	Phase I	Phase II	Phase III
Emails	Yes	Yes	Yes
Snail Mail	Yes	Yes	Yes
Phone Calls	Yes	Yes	Yes
Face2Face	Yes	Yes	Yes
Flyers	Yes	Yes	Yes
Print Media		Yes	Yes
Broadcast Media		Yes	Yes
Facebook		Yes	Yes
Website		Yes	Yes
Posters		Yes	Yes
Online Auction			Yes
Handouts (Seed packets)			Yes

Reach of Communication

Type	Local	Personal	Limited
Emails	Yes	Yes	Yes
Snail Mail	Yes	Yes	Yes
Phone Calls	Yes	Yes	Yes
Face2Face	Yes	Yes	Yes
Flyers	Yes	Yes	Yes
Print Media	Yes	No	No
Broadcast Media	Yes	No	No
Facebook	No	Yes	No
Website	No	No	No
Posters	Yes	No	No
Online Auction	No	No	No
Handouts (Seed packets)	Yes	Yes	Yes

Analytics – Online Communications

Type	Statistics
Facebook Garden Pals Little Rock Team NUSA	233 cities 44 states 11 countries 59 likes 5747 visits
Website Gardenpals.org	68 visitors this month (daily visits)
Online Auction 32auctions.com/NUSAPAL	100+ items AR, CA states (99% LR area) 36 participants 8483 page views \$3,000 raised

Reflections on Garden Pals Project

- ❖ ALL forms of communication needed
- ❖ ALL forms s/b “personal” with heart
- ❖ Traditional forms still have value
- ❖ Social media fun, “sexy” but have cons
- ❖ Plan A, Plan B, Plan C—and Follow Thru!
- ❖ Prepare for unexpected: good, bad, ugly

Arc of AR



Primary Reasons for Fundraising

- ❖ **Raise Money for a Project or Cause**
- ❖ **Identification of New Prospects**
- ❖ **Education and Cultivation**
- ❖ **Appreciation and Recognition**

Adrian Sargent , Dr. Jen Shang
Study Fundraising

Garden Pals 2015 Prospects

- ❖ AR Garden & Flower Show, Speaker
- ❖ Arc of Arkansas, Participants
- ❖ Boy Scout Troop, Participants
- ❖ Teacher, Students Participants
- ❖ Bidders on Auction, Supporters



Questions?

Comments?